

Subject: Epic Games - Tearsheet for Sussman Call
From: "Luke Micono" [REDACTED]
Received(Date): Thu, 12 Mar 2020 20:05:20 +0000
To: "Matt Fischer" [REDACTED]
Cc: "Carson Oliver" [REDACTED], "Mike Schmid"
[REDACTED], "Spiro Kouretas" [REDACTED]
Attachment: Epic Tearsheet_March2020.pdf
Date: Thu, 12 Mar 2020 20:05:20 +0000

Hi Matt

We had a call with Epic yesterday, and they mentioned that you might be taking a call soon with their new president, Adam Sussman.

We put this together for you as a reference. Please feel free to let me know if you might need anything else for the call.

Best

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Exhibit
PX 0634

Epic Games, Inc.



Fortnite

LTD Downloads: 115M
LTD Billings: \$622M

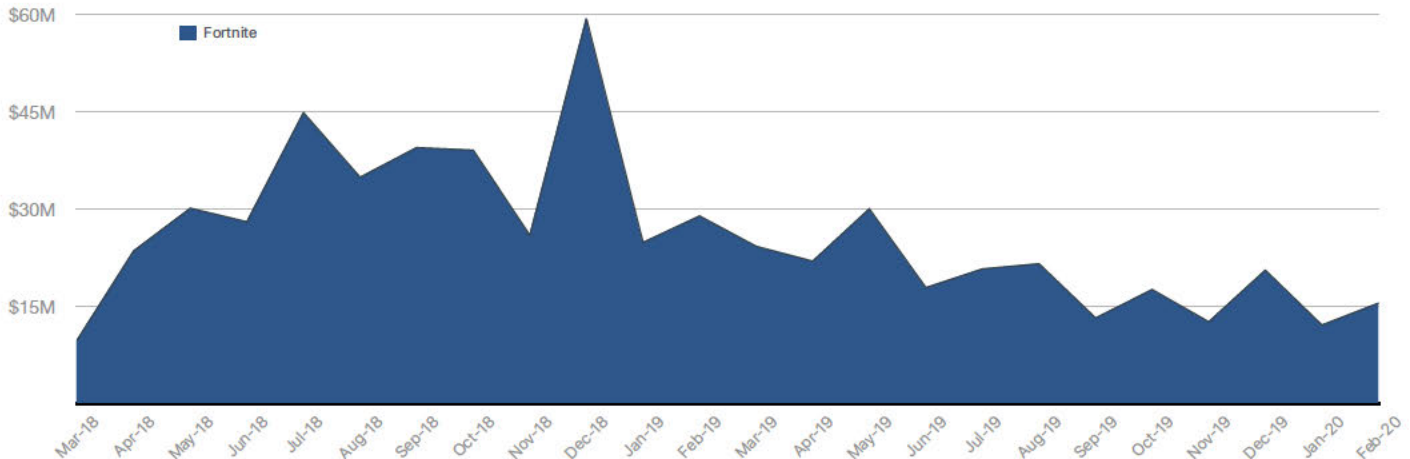
Battle Breakers

LTD Downloads: 810k
LTD Billings: \$430k

Spyjinx

New Title
Launch TBD

Monthly Worldwide Billings



Epic Global Business Overview

- The company brought on Adam Sussman as president in Jan 2020. Most recently, Sussman was the chief digital officer of Nike and its head of global strategy (2014-20). Prior roles include:
 - Zynga - SVP global publishing (2012-14)
 - EA Mobile - VP global publishing (2007-11)
 - Take Two - VP and GM (2005-07)
- Epic was founded in 1991 by Tim Sweeney and has estimated \$15 billion valuation, as of 2018.
- 2012 Tencent acquired a 40 percent total stake in Epic to move towards a "games as a service" focus.
- According to Forbes, the Epic Games Store has hit \$680 million in revenue and 108 million customers (Jan 2020)

Top Priorities and Asks from Apple

- Maximize coordination around Fortnite season updates and IP integrations in 2020 (both called out by Epic as the priorities for the product this year).
- Work together to understand the potential business impact of Spyjinx and ensure the appropriate App Store coverage for its launch.
- Work with Pysonix (Epic Games subsidiary) and Apple to bring Rocket League to the App Store.
- Track progress towards Epic building with the latest version of Xcode (currently on Xcode 9). DRI - WWDR

New Game - Spyjinx

- Targeting a soft launch in Malaysia at the end of March. Will expand to include Australia a few weeks thereafter. No finalized global launch target at this time.

Fortnite Top Territories by Billings (Launch to Date)

Territory	Billings	% of Total
United States	\$390M	63%
Europe	\$90M	14%
Pan EMEA	\$41M	7%
Japan	\$26M	4%
Latin America	\$24M	4%
Australia + NZ	\$24M	4%
Canada	\$20M	3%
SE Asia	\$7M	1%
Korea	\$195K	~1%

Fortnite Attribution Sources (Launch to Date)

Source	Downloads	% of Total
Search	79M	69%
Referrals	7M	6%
Games Tab	15M	13%
Today Tab	7M	6%
Total	115M	